

By: Hunter

H.B. No. 3650

A BILL TO BE ENTITLED

AN ACT

1
2 relating to the promotion and development of the cruise industry in
3 this state.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

5 SECTION 1. Section 481.172, Government Code, is amended by
6 amending Subsection (a) and adding Subsection (c-1) to read as
7 follows:

8 (a) The office shall:

9 (1) as the primary state governmental entity
10 responsible for out-of-state tourism marketing and promotion
11 efforts, promote and advertise within the United States and in
12 foreign countries, by radio, television, newspaper, the Internet,
13 and other means considered appropriate, tourism in this state by
14 non-Texans, including persons from foreign countries, and
15 distribute promotional materials through appropriate distribution
16 channels;

17 (2) represent the state in domestic and international
18 travel trade shows, trade missions, and seminars;

19 (3) encourage travel by Texans to this state's scenic,
20 historical, cultural, natural, agricultural, educational,
21 recreational, and other attractions;

22 (4) conduct a public relations campaign to create a
23 responsible and accurate national and international image of this
24 state;

1 (5) use current market research to develop a tourism
2 marketing plan to increase travel to the state by domestic and
3 international visitors;

4 (6) develop methods to attract tourist attractions to
5 the state;

6 (7) assist communities to develop tourist
7 attractions;

8 (8) not later than December 31, 2003, enter into a
9 memorandum of understanding with the Parks and Wildlife Department,
10 the Texas Department of Transportation, the Texas Historical
11 Commission, and the Texas Commission on the Arts to direct the
12 efforts of those agencies in all matters relating to tourism;

13 (9) promote and encourage the horse racing and
14 greyhound racing industry, if funds are appropriated for the
15 promotion or encouragement; ~~and~~

16 (10) promote the sports industry and related
17 industries in this state, including promoting this state as a host
18 for national and international amateur athletic competition and
19 promoting sports or fitness programs for the residents of this
20 state, if funds are appropriated for the promotion; and

21 (11) promote and encourage the cruise industry in this
22 state, if funds are available for the promotion or encouragement.

23 (c-1) The promotion of the cruise industry under Subsection
24 (a)(11) may include the establishment by the governor of a Texas
25 Cruise Commission composed of volunteers who are knowledgeable
26 about or active in the cruise industry. The membership may include,
27 but is not limited to, at least one member from the Port Authority

1 Advisory Committee, one member from the cruise industry, one member
2 with experience in cruise terminal construction, and one member
3 from the Texas Economic Development and Tourism Office.

4 SECTION 2. Sections 55.002(a) and (d), Transportation Code,
5 are amended to read as follows:

6 (a) From money in the fund, the department shall fund:

7 (1) port security, transportation, or facility
8 projects; ~~and~~

9 (2) maritime port studies; and

10 (3) the promotion of the cruise industry in this
11 state.

12 (d) The department, in consultation with the committee,
13 shall review the list of projects recommended by the committee to
14 evaluate the economic benefit of each project. The commission,
15 after receiving recommendations from the committee and from the
16 department, shall approve projects or studies for funding based on
17 its review. The commission shall give a preference to projects that
18 improve infrastructure related to the cruise industry in this
19 state.

20 SECTION 3. Section 55.008(a), Transportation Code, is
21 amended to read as follows:

22 (a) The committee shall prepare a two-year port capital
23 program defining the goals and objectives of the committee
24 concerning the development of maritime port facilities and an
25 intermodal transportation system. The port capital program must
26 include projects or studies submitted to the committee by any
27 maritime port and recommendations for:

1 (1) the construction of transportation facilities
2 connecting any maritime port, including cruise terminals, to
3 another transportation mode; and

4 (2) the efficient, cost-effective development of
5 transportation facilities or maritime port facilities, including
6 cruise terminals, for the purpose of:

- 7 (A) enhancing international trade;
- 8 (B) enhancing security;
- 9 (C) promoting cargo flow;
- 10 (D) increasing cruise passenger movements;
- 11 (E) increasing maritime port revenues; and
- 12 (F) providing economic benefits to the state.

13 SECTION 4. This Act takes effect September 1, 2017.